

# Title Page

APR - 3 1925 /

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A Marine Mammal ✓

A Photoplay in 2 reels ✓

By Frank Poland Conklin ✓

Author of Photoplay Christie Film Co. Prod. U.S.A. ✓

APR -3 1925

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

Dated at Wash DC

April 3 1925.

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and 60 of the Act of March 4, 1909, of one or both of the deposited copies  
of the 2 Prints entitled A Marine Romance

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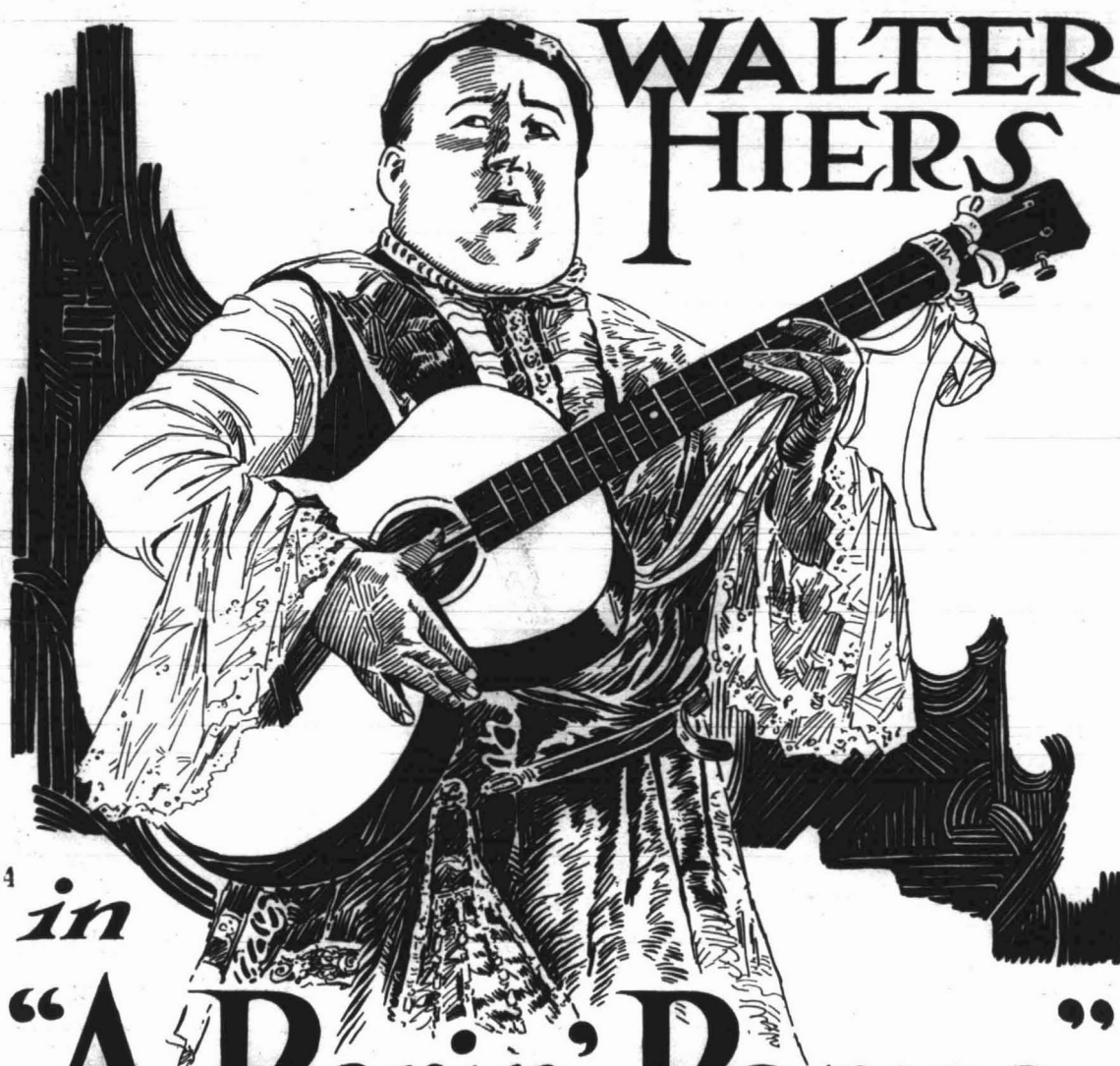
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APR -3 1925

# P R E S S S H E E T

## WALTER HIER'S COMEDIES

# WALTER HIER'S



©CLL 21324

*in*  
**"A Rarin' Romeo"**

Directed by Archie Mayo



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

1130

## HIERS' WORK IN SHORT COMEDIES ENOUGH TO MAKE HIM BIG STAR

### New Laurels Added to Established Reputation Make Him Excellent Attraction

If Walter Hiers had never made a name for himself in feature productions with Paramount, he would nevertheless have established himself as one of the leading comedians of the screen through his work in this series of Educational-Walter Hiers Comedies.

For sheer merit, one hundred per cent comedy and laughter provoking ability, Hiers right now has few equals and no superiors on the screen. The short comedies in this series in which he has appeared have all been "knock-outs" and they alone would have established him as one of the big comedians of the screen.

With the world-wide reputation gained in feature productions coupled with the fresh laurels he has gained in his new Short Subjects, Walter Hiers today is one of the best box-office bets available.

#### The Story

Duane's mother, head of the local Shakespearean Club, is entertaining a group of people who are to take part in a performance of "Romeo and Juliet." She is giving out the parts. Her daughter is to play Juliet and David, Walter's rival, is given the part of Romeo. Duane protests and begs her mother to let fat Walter play the part but mother refuses.

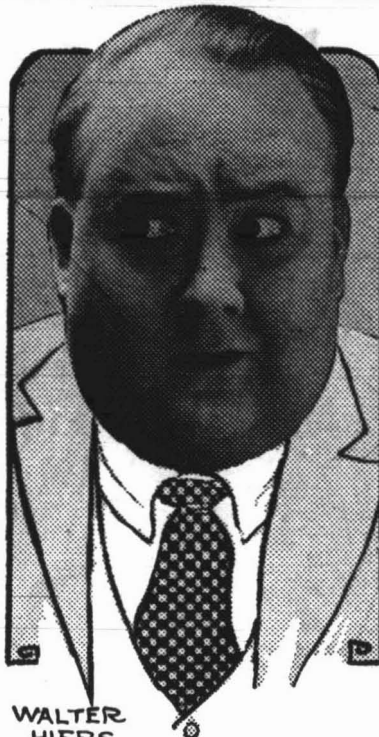
While the club is talking matters over, punch is served, but father has unknowingly spilled gasoline in the bowl. When the assembled guests drink to the success of the play the faces they make resemble a group of clowns with the mumps.

The night of the performance arrives. Romeo does not appear and on a moment's notice, Walter says he will play the part. While waiting for Walter to get into the costume those on the stage do a little song and dance for the audience.

Walter appears on the stage and starts the balcony scene but when he starts up the rope-ladder thrown down by Juliet his weight causes the scenery to shake. The rest of the company back-stage try their best to keep it from falling but Walter's weight is too much for them and the balcony with Duane, falls on Romeo.

They then decide that father will play the part of Romeo. Walter is to play Juliet's father. They start their duel which goes from the stage to the audience almost breaking up the show but once again the guests are quieted.

David appears on the scene with a large bouquet of flowers and shakes a box of snuff into the center of it. He hands it to Walter to give to Duane but before doing so Walter smells it and starts sneezing. Then everyone gets a whiff of the stuff and starts sneezing with the result that the scenery starts to fall on the stage but Walter and Duane manage to escape and have their little love scene back stage.



WALTER  
HIERS

EDUCATIONAL-  
WALTER HIERS COMEDIES

For Electro Order No. 3526-E  
For Mat (Free) Order No. 3526-M

#### WHAT OTHERS SAY About Recent Hiers Comedies

"A Fat Chance:—Walter Hiers—  
Hiers is better in two reels than he was  
in six. This comedy is funny."

John W. Hawkins,  
Capitol Theatre, New Bedford, Mass.  
(From Exhibitors Herald)

#### WHO'S WHO

in

#### "A Rarin' Romeo"

Walter.....WALTER HIERS  
Duane.....Duane Thompson  
Her Father.....Jack Duffy  
Her Mother.....Rose Gore  
Walter's Rival.....David James  
Directed by Archie Mayo

#### EXPLOITATION

There's an old saying—"The mill will never grind with the water that has passed."

The up-to-date application of that, for the motion picture exhibitor, is that you can't make any money out of the pictures you played yesterday. The time to make the profits on any picture is during the showing. That's when you collect your profits.

But to revise the old saying once more, the mill would never grind if there wasn't any water. And pictures—no matter what they are—will not make you any money as long as your patrons don't know what you are offering them for their money.

Remember that your prospective audiences are shoppers. They want all they can get for their money—and they want to know what they are going to get for their money before they open their wallets and dig out the admission price.

Advertise and exploit your entire program. You are then offering your prospective customers the entire bill for their money. By keeping the comedy a secret from them you are deliberately keeping a certain percentage of patrons away from your theatre.

#### PARAGRAPHS For Your Program

Extra Added Comedy Attraction—  
Walter Hiers in "A Rarin' Romeo"—  
Two reels of continuous laughter.

\* \* \*

In addition to the feature picture—  
One of those knockout Walter Hiers  
Comedies, "A Rarin' Romeo." The  
Funniest comedy in months.

\* \* \*

You'll certainly enjoy seeing Walter  
Hiers in his latest comedy, "A Rarin'  
Romeo," with the fat Walter as Juliet's  
lover.

\* \* \*

See Walter Hiers as Romeo in "A  
Rarin' Romeo," the latest Educational-  
Walter Hiers Comedy. It's two reels  
of crackerjack comedy.

\* \* \*

The funny spot on the bill will be  
"A Rarin' Romeo" with fat and funny  
Walter Hiers as a hick-town Romeo.  
It's too funny for words!



# WALTER HIERS AS "ROMEO" IN FUNNY COMEDY

# QUESTION OF WHO WILL PLAY SCREEN ROMEO SETTLED AT LAST

## Old Bard Himself Would Get a Laugh Out of "A Rarin' Romeo"

(Newspaper review for use after showing  
of picture)

Shakespeare's best sellers have been the basis of a lot of movie material, but it is safe to say that nothing funnier has ever been made out of the Bard's works than the Educational-Walter Hiers Comedy, "A Rarin' Romeo," the two reeler on the bill at the ..... Theatre. Old William S. himself could forgive the liberties with his "Romeo and Juliet" after seeing and listening to the laughs at Walter Hiers in the part of his most romantic lover. The scene is Gopher Prairie and the occasion is the annual production by the local Shakespearean club. It is decided that Walter is too fat to play Romeo. Nevertheless he has learned the part in a correspondence school of acting and when the chosen Romeo disappears, he volunteers for the part.

His troubles start when he attempts the famous balcony scene for the scenery proves entirely too frail for Romeo's bulk. Then Walter is shifted to the part of Juliet's father. In the famous duel scene Romeo refuses to accept defeat and the pair battle all over the theatre. Then Walter's rival sends up a bouquet filled with snuff and the results bring the performance to an explosive finish.

Duane Thompson is seen as Walter's sweetheart and as the fair Juliet in the production. Jack Duffy, famous for his old man parts, is cast as her father and Rose Gore of vaudeville fame, is seen as her mother.

The direction is by Archie Mayo.

## HIERS AS "ROMEO" IN NEW COMEDY

(Newspaper review for use after showing  
of picture)

Walter Hiers is furnishing a half-hour of fun in his latest two-reel comedy, "A Rarin' Romeo," at the ..... Theatre this week. As the title indicates the comedy has to do with Shakespeare's masterpiece, "Romeo and Juliet" and Walter is cast as the great lover. His bulk and the complications into which it leads him form the basis of most of the fun.

Duane Thompson is Hiers' leading lady and she appears in the part of "Juliet." Others in the cast are Jack Duffy, famous for his old man parts, Rose Gore and David James.

The picture was made under the direction of Archie Mayo.



WALTER HIERS  
in a scene from  
"A RARIN' ROMEO"

For Electro Order No. 3612-E  
For Mat (Free) Order No. 3612-M

## "ROMEO WAS FAT MAN," SAYS HIERS

(Prepared as advance publicity story)

Just how fat was Romeo?

Walter Hiers, starring in his own series of Educational-Walter Hiers Comedies and whose latest picture, "A Rarin' Romeo" will be at the ..... Theatre ..... has a thought on the physical aspect of Shakespeare's great lover that will interest Shakespeare fans.

"Romeo was a fat man," says Walter. "The statement that nobody loves a fat man is a base libel. Fat men make the greatest lovers in the world. They may be short on sheik-like beauty, but they're long on loving. How many fat men do you see in the divorce courts? How many fat men are home wreckers? Whoever heard of a fat correspondent?"

"Old William Shakespeare himself shows that he had a fat man in mind for Romeo. Shakespeare didn't like skinny men. 'Let me have men about me that are fat! . . . such men as sleep o' nights' he wrote in 'Julius Caesar.' Fat men, well-fed men, are happy men, and happy men make the best lovers."

## Walter Hiers Will Be Shakespeare's Lover in Movie Comedy

(Prepared as advance publicity story)

It's all settled, now, girls, Douglas Fairbanks will not play Romeo in "Romeo and Juliet," neither will Rudolph Valentino, nor yet John Gilbert or Ramon Navarro.

The moot question of what handsome hero of the films would star as Shakespeare's most romantic lover has been settled—for a few months at least by the announcement that Walter Hiers will be Romeo.

Walter will play the Bard's immortal lover in "A Rarin' Romeo," a comedy presenting the Shakespearean Club of Gopher Prairie, staging its annual shindig in tights and wig. The comedy will form part of the program at the.....

..... Theatre..... Walter says he was selected to play Romeo rather than any of the handsomer heroes because he won the "Beauty and Beef" contest conducted by the West Hollywood Butcher's association. "There's a lot of merit to a husky lover," says Hiers. "They picked me because I weigh only ten pounds less than a horse. Another Shakespearean character said he would give his kingdom for a horse. They probably thought that if Romeo didn't work out so well they could easily make a switch and let me be the horse for Richard.

"What Romeo lacks in handsomely chiseled features I will endeavor to make up in fat and sinew, in the endeavor to prove that a great eater may be a great lover as well."

## FAT, BUT NEVER CALLED "FATTY"

(Prepared as advance publicity story)

Walter Hiers is one of the few fat men who has never in his life been called "Fatty." Ever since he has been in pictures, it's an odd thing that he has never been dubbed by the usual nickname for an overweight fellow. When he was a youngster in grammar school down in Savannah he never got the name of Fatty because there was a boy in his grade that was fatter than he was. Likewise when he went away to school at Peekskill Military Academy there was another youth whose bulk outweighed Walter's. There again he was allowed to get by with the simple nickname of "Walt."

Hiers will be seen in "A Rarin' Romeo" at the.....Theatre.....

## It's Beginning to Sink In!

The increasing number of big-time exhibitors who are now advertising their added attractions prove that you can't keep a good fact down! Don't be the last to profit from the wisdom of boosting the comedy on your bill. Shrewd Merchants display all their wares. And the movie patron today is a shopper who buys at the market which offers most. So start today to use Educational's little certified seat sellers.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3613-E  
For Mat (Free) Order No. 3613-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3614-E  
For Mat (Free) Order No. 3614-M

For Three Column Cut on Page One Order  
Electro No. 3615-E Mat (Free) No. 3615-M

### ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards  
(Eight Cards to Set)

Black and White 8 x 10 Photos  
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts  
and Mats

Two Column, One and One Half Inch, Newspaper  
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

### CATCHLINES

#### For Newspaper "Ads"

Walter Hiers, Duane Thompson, Jack Duffy and a big supporting cast in "A Rarin' Romeo," an Educational-Walter Hiers Comedy.

A half-hour of real comedy promised in "A Rarin' Romeo," with Walter Hiers as Shakespeare's finest lover. It's a scream!

Fat and funny Walter Hiers as Shakespeare's immortal lover in "A Rarin' Romeo." Two reels of side-splitting comedy.

Shakespeare never wrote anything funnier than "A Rarin' Romeo," the two-reel Educational-Walter Hiers Comedy with Walter as the Bard's immortal lover.

He was fat but as a loving Romeo he was a knock-out. Don't fail to see Walter Hiers in "A Rarin' Romeo," an Educational-Walter Hiers Comedy.

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